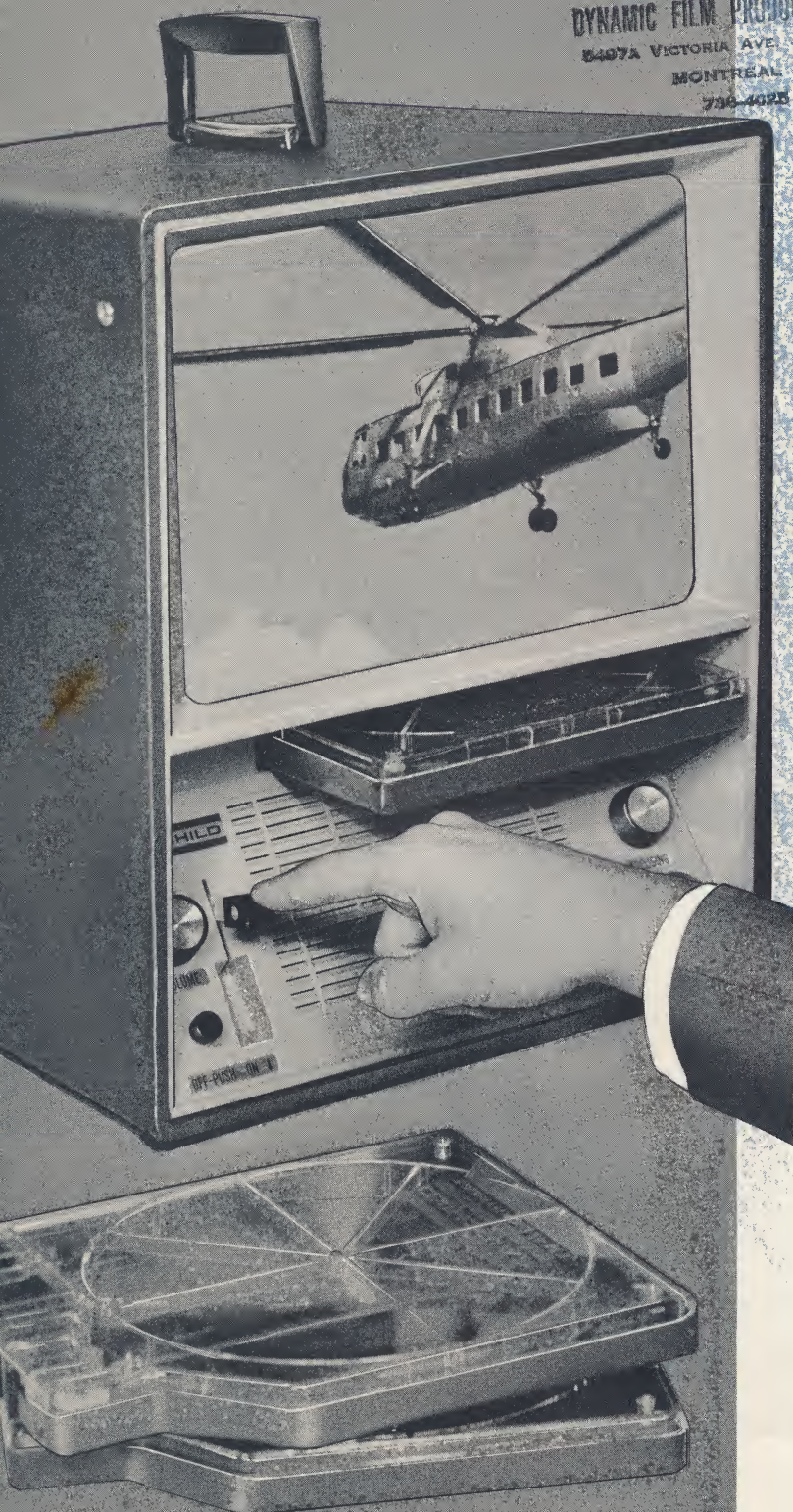


FAIRCHILD

MARK IV AND MARK V 8-MILLIMETER AUTOMATIC CONTINUOUS SOUND PROJECTORS

DYNAMIC FILM PRODUCTIONS LTD.
5407A VICTORIA AVE. SUITE 220
MONTREAL 28
736-4025



No film threading . . . no
rewinding. **CHANGE
FILM IN 2 SECONDS FLAT**

**IMMEDIATE PICTURE AND
SOUND. . . Automatic Repeat
or Programmed Stop**

Push, it's Loaded
Pull it's unloaded
with the new
MOVIEPAK*
CARTRIDGE

**INSTANT ACCESS TO ANY
FILM IN YOUR LIBRARY**

THE MARK IV AND MARK V
by Fairchild Camera and Instrument Company
INDUSTRIAL PRODUCTS 221 FAIRCHILD AVENUE, PLAINVIEW, L.I., NEW YORK

Change Film in an Instant!



The Mark IV and Mark V give you a latitude of use that will suit any situation. Both are truly portable. The Mark IV, with its built-in rear-projection screen, is entirely self-contained. The Mark V is designed for use with an external screen. Both feature the *MoviePak* pre-threaded cartridge, instant-start mechanism and sound system. The film is rewound as it is shown — at the end it is ready to start over again without further attention. It can be set either to repeat continuously or to stop automatically after each showing.

These projectors were designed in response to the suggestions and requests of industrial, educational, commercial, and government film users. They wanted simplicity of operation, flexibility, ruggedness, and choice of automatic stop or automatic re-run.

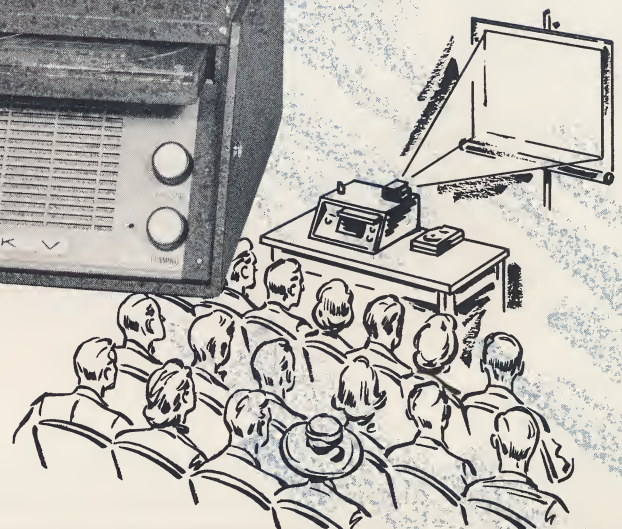
Packaged educational and training films in *MoviePak* are available from leading film producers and distributors. Existing 16-millimeter films may be inexpensively reproduced by your laboratory.

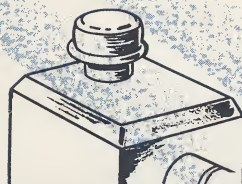


THE MARK IV...
for individuals and
small groups



THE MARK V... for
larger groups
in teaching and training
sales presentations
self-instruction
point-of-purchase display
telling the institutional story





FAIRCHILD **MoviePAK***

with Mark IV and Mark V Projectors

In 1960 Fairchild introduced the first 8-millimeter sound camera and thread-loading sound projector, beginning a revolution in the industry. The portable and compact AV 400, with semi-automatic cartridge loading and self-contained rear-projection screen, was introduced in 1961. The AV 400 has become the industry standard for repeating projectors.

The Mark IV and Mark V are the newest members of this family. Here are some of the features:

FULLY AUTOMATIC CARTRIDGE LOADING

With the *MoviePak* cartridge, threading, loop setting, and rewinding are eliminated entirely. Loading the projector is literally as simple as putting a piece of bread into a toaster. Push the *MoviePak* into the slot, lower the lever, and your film is running.

The *MoviePak* holds up to 22 minutes of color film or up to 30 minutes of black and white. Several short-length film segments can be combined in the load of a single *MoviePak* for convenient storage or programmed presentation.

BRILLIANT DISPLAY

The Mark IV display is 8½ by 11 inches and is clearly visible in a fully lit room. The front-screen Mark V has a 15-millimeter lens that provides a quality image that can be varied in size from a tiny 6 inches up to 6 feet in width. For flexibility, the Mark V can be combined with a portable rear-screen adapter.

IMMEDIATE SOUND

The sound system uses a Fairchild transistor amplifier that goes to work as soon as you turn it on — no warm-up delay. The Mark

IV has a built-in speaker and a jack for headsets or an external speaker. The Mark V has the same built-in speaker and jack, plus an alternate speaker that is a part of the removable cover. A cable is attached to the remote speaker so that it can be placed next to the screen.

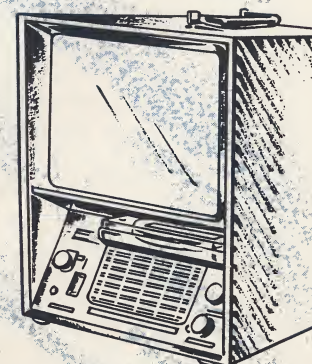
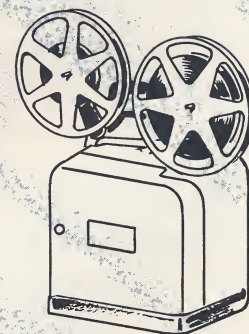
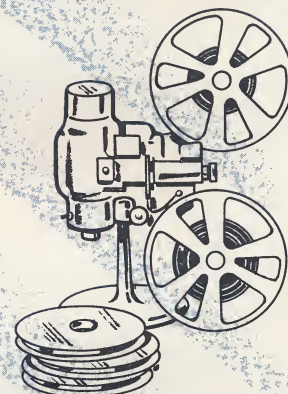
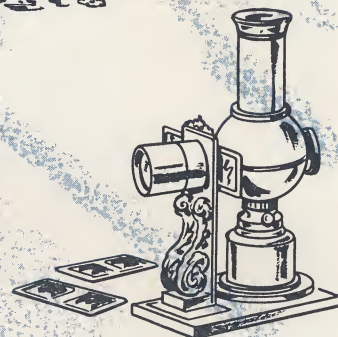
PREFOCUSED PROJECTION LAMP

The prefocused projection lamp used with the Fairchild projectors does away with the delicate and dirt-catching optical condensing train formerly needed. The reflector is *inside* the lamp and, by concentrating the illuminating power where it is wanted, the projector puts as much light on the screen with 50 watts as older systems did with 500 watts, and the whole mechanism runs much cooler.

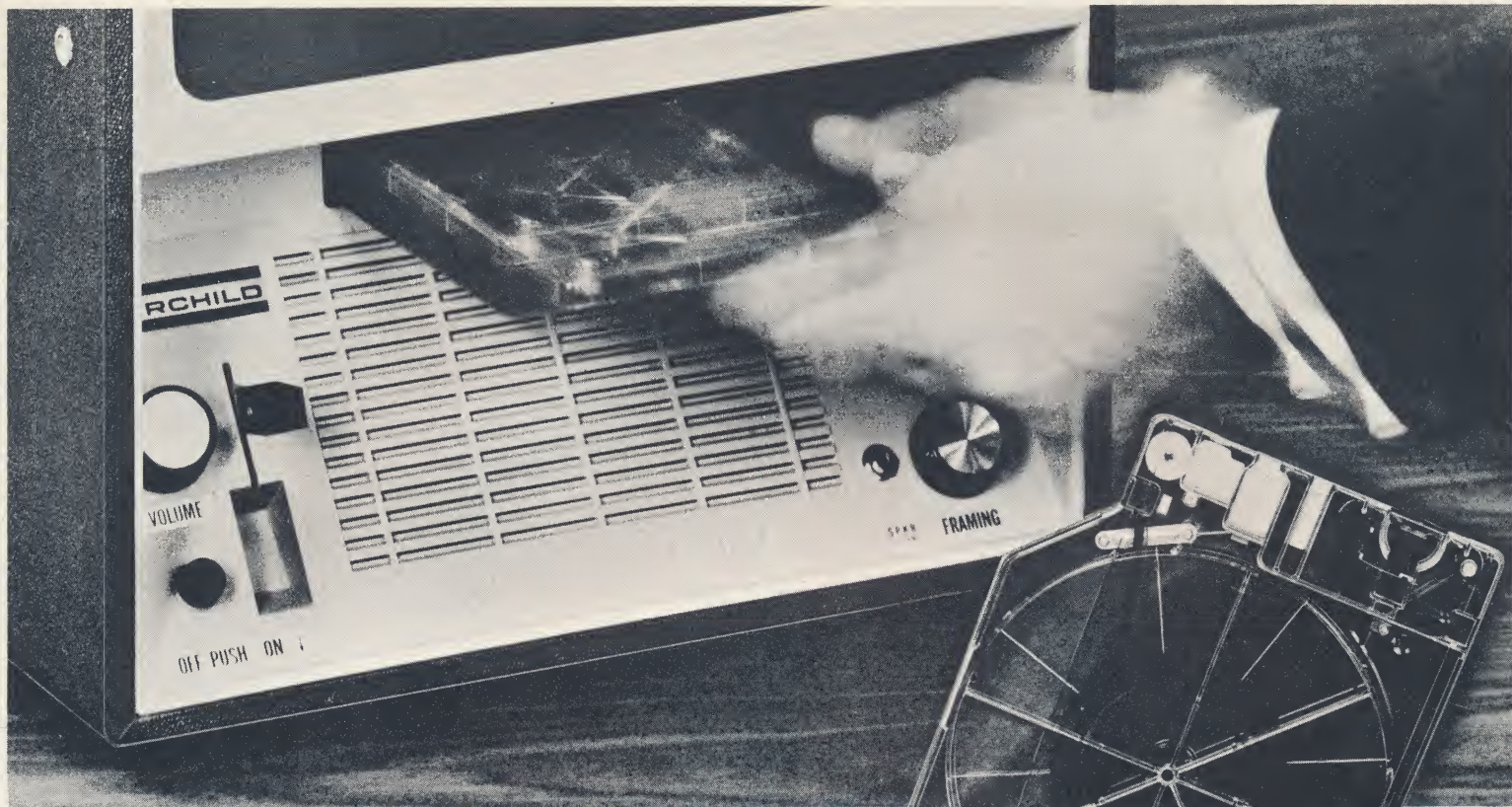
The Mark IV has light output to spare, and lamp life can be extended by means of a switch that lets you operate the lamp at reduced voltage, yet with ample brilliance for all normal surroundings. At full voltage, the lamp will give approximately 25 hours of service; at reduced voltage it will give about 100 hours.

AUTOMATIC REPEAT OR AUTOMATIC STOP

A single switch lets you choose between continuous repeat showings or a film presentation that shuts itself off when finished. If you prefer, it can be set to show a single sequence, then shut off automatically when you want to start the next sequence. For point-of-purchase use, or at conventions and other gatherings where the audience is constantly changing, the Fairchild *MoviePak* in the Mark IV and Mark V is ready to repeat, automatically, for 3000 times or more per film.



Change from bulldozers to ballets or diatoms to dinosaurs in less time than it takes to read this sentence.



No threading, no loose film to get tangled and invite damage

As easy to handle as a paper-back book, the MoviePak is the heart of the Mark IV-V projection system. Cartridges have been used before, but they all involved threading the film over rollers and sprockets and through the film gate. With the MoviePak, all you do is insert it, press the lever, and the show is on. Stop at any point for emphasis or to change MoviePaks.

How it works . . .

The ends of the film are spliced together to make an endless loop. Film for showing feeds from the inside of the reel and is rewound on the outside after it has passed the film gate. As the show goes on, the first part gradually moves to the inside. At the end, the opening scene is on the inside of the reel, ready to be shown again.

FAIRCHILD
INDUSTRIAL PRODUCTS

Rerun as long as you like or stop automatically when you like

PROJECTOR SPECIFICATIONS

DIMENSIONS	12-7/8" x 14-1/2" x 16-1/2"
WEIGHT	Mark IV, approximately 22 lb Mark V, approximately 20 lb
SCREEN SIZE	8" x 10-1/2" (Mark IV) from 6" to 72" wide (Mark V)
CONTROLS	On, off, volume, focus, framing, auto-stop, high-low lamp
CASE CONSTRUCTION	High-impact plastic and weather-proof vinyl-covered wood
JACK	Switchcraft No. 42A for headset(s) or auxiliary speaker(s) (16 ohms or higher)
MIRRORS	Front surface
LUBRICATION	Initial lubrication good for more than 500 hours operation
PROJECTION SPEED ..	24 frames per second
PICTURE-TO-SOUND SEPARATION	28 frames automatically synchronized (ASA PH 22.103-1957, paragraph 4.1)
AMPLIFIER	All high-quality Fairchild silicon transistors; no warm-up required; maximum output 3 watts
MOTOR	Induction type, constant speed, quiet operation
LAMP	High efficiency, 8 v, 50 w, prefocused
FREQUENCY RESPONSE	80 to 7000 cycles
SPEAKER	5" x 7" oval (plus 5" x 7" oval removable on Mark V)
LENS	Mark IV, F/1.4 coated, 7.5 mm; Mark V, F/1.5 coated, 15 mm
POWER	100 watts at 115/125 volts, 60 cycles
FUSE	1.5 amp, Slo-Blo (internal)

MoviePak CARTRIDGE SPECIFICATIONS

DIMENSIONS, OVER-ALL	9-9/16" x 7-7/8 x 1"
CAPACITY	400 feet (22 minutes) of color film or 540 feet (30 minutes) of thin-base black and white
MATERIAL	High-impact polystyrene
FILM	8-mm format, magnetic sound (ASA PH 22.17-1954, PH 22.88-1963)
REWINDING	Self-rewinding, endless loop

PORT-A-FILMS PRESENTATIONS INC.
545 Fifth Avenue
New York, N. Y. 10017

Phone - MU 7-6865

NEW MOTION PICTURE SOUND PRODUCTION
SYSTEM INTRODUCED WHICH IS COMPARABLE
TO VIDEO TAPE AND IS MORE VERSATILE

NEW YORK, N. Y. , June 1966 -- Port-A-Films Presentations Inc. has developed a unique double-system motion picture production technique in commercial 8mm which simplifies the problems of sound editing of films for rear-screen projectors. A comprehensive report is available outlining the various applications in industry and education.

Films produced with this method cost much less than video tape productions, especially in color. Prints are inexpensive, and are also much more durable.

This technique, coupled with the new "Cinematic" process, which incorporates any graphics into a film, and shown in the completely automatic daylight viewing projectors, can now bring a company president, with sight and sound, to the desk top of his division managers. It is also ideal for test commercials, test marketing, talent recruiting or an entire training program, documented and available anywhere and at any time by any trainee.

FILM TECHNIQUES FOR FAIRCHILD MOVIEPAK CARTRIDGE

The Fairchild Mark IV and V automatic continuous 8mm sound film projection systems were introduced to the American market in late 1963 and have received wide and enthusiastic acceptance.

The heart of both of these systems is the "Movie-Pak" film cartridge. The performance of the system is, of course, dependent upon the quality standards of the film cartridge and film load, which leads us to the point of immediate interest.

The purpose of this bulletin to film producers and laboratories is to detail the importance and different requirements between 8mm cartridge film preparation and loading, and the 16mm requirements with which you are familiar.

It is very important that film laboratory personnel be fully aware of and conversant with these facts in order that they may properly handle MoviePak loading, advise their clients intelligently, and generate the confidence which will result in successful film programs.

Please familiarize yourself with the following information and pass it along to the individuals in your organization who may become involved in processing, treatment, and/or loading of Fairchild "MoviePak" cartridges. If extra copies of this bulletin are desired, contact the Plainview, New York Service Department.

1. Cartridge Operation Techniques
2. Type of print (Film Base, Emulsion, etc.)
3. Film Treatment
4. Cartridge loading and Splicing (Loop Size)
5. General Information and Rules

1. CARTRIDGE OPERATION TECHNIQUES

We find that often there is an erroneous assumption that 16mm treatments and techniques can be applied to 8mm for automatic cartridge operation. This assumption has resulted in system malfunction and associated confusion and dissatisfaction. 8mm film requirements for automatic and/or continuous cartridge operation differ from those for 16mm, and the same handling cannot be applied.

2. TYPE OF PRINT

Clients (Film producers and distributors as well as end users) should be advised that best performance and longest film life cycle will be obtained with positive dupe stock in preference to reversal film stock. The latter should be used for pilot program demonstration or record purposes only. Reversal film emulsion tends to crack in cartridge operation and film life may be as short as 30 to 100 showings. Prints should be produced

by reduction printing from a 16mm internegative. In general contact prints from a multiple rank 8mm internegative will not provide satisfactory resolution, picture steadiness, and color rendition (NOTE — some experienced laboratories have produced prints of good quality by contact printing.) It is a must that prints be made in "B" wind position only (stripe on base side not on emulsion side.)

3. FILM TREATMENT

In 8mm continuous loop magnetic sound cartridges it is not necessary to apply scratch preventatives since adjacent film layers are in contact only at the magnetic sound stripe area.

There are three basic types of film treatment:

- a. Surface coating with extreme hard lacquer-type chemical.
- b. Surface coating with wax based chemicals.
- c. Vacuumate No-En process or equivalent.

Surface hardening by lacquer type or chemical treatments may be harmful rather than helpful since a "harder" film is more liable to crack or break in cartridge operation.

Lacquer-type treatment, if not applied with extreme smoothness will result in a rough surface with high friction between layers. Too heavy an application may reduce flexibility and lead to cracking or may result in "peeling" or "powdering" with resultant increase in friction and/or film scratching due to the particles which will also become visible on the screen.

Surface lubrication with wax, oil, or other chemicals will reduce friction and be of assistance only if applied with extreme precision. Excessive application will cause the layers of film to tend to adhere (bind) to each other or will result in a wax buildup in the cartridge. In either case performance and film life will be degraded.

Vacuumate No-En process removes water content from the film and replaces it with other chemicals which will not evaporate during projection. In addition, a surface and edge polishing process is used which removes friction-causing film roughness created in slitting or processing. These steps result in smooth surfaces with low friction and with film that retains high flexibility during operation.

The purpose of film treatments in 8mm cartridge operation is primarily to increase film flexibility (reducing emulsion or film cracking) and to reduce film friction in the endless loop bundle. This becomes extremely important with cartridge film loads in excess of 200 feet.

Fairchild's experience to date has indicated that the Vacuumate No-En Treatment is the most effective and reliable available.

Fairchild will test any film treatment proposed if the firm responsible for the treatment will contact Fairchild to make such arrangements and submit samples of film in both treated and untreated condition. For obvious reasons Fairchild hopes that laboratories and processors will continue efforts to develop acceptable treatments.

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See page 9 of attached "Owners Handbook."

We cannot stress too highly the importance of proper loop setting and splicing. (See diagram and table on Handbook page 11 or in Cartridge Loading Instructions.) If the film loop is too tight the projector will have to labor to move the film and irregular film movement with wide sound speed variations or torn perforations and film breakage will result.

If the film loop is too loose the film will not take up on the film bundle, the claw will have to push the film into the cartridge and a film jam may occur at the cartridge brake area (right front side) due to back-pressure on the film at that point.

If the film splice is straight across rather than "S" type, the flexing of the film passing over the cartridge rollers will be greater and may cause the splice to break apart. A wet splice will not stand up to repeated use. A poorly applied splice (overlapping the film edge or folded over the film edge) may hang up in the cartridge brake area or cause poor sound stripe positioning.

5. GENERAL INFORMATION AND RULES TO FOLLOW

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In the foregoing information, we have discussed Vacuumate treatment as compared to wax and/or lacquer-types of treatment.

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FAIRCHILD**INDUSTRIAL PRODUCTS**A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

221 FAIRCHILD AVE., PLAINVIEW L.I., N.Y.

AREA CODE 516 WE 8-9601

Effective February 1, 1964

EDUCATIONAL AND GOVERNMENT SCHEDULE
COMMUNICATIONS PRODUCTS PRICE LIST

NOTE: A discount structure providing a price advantage to educational and U.S. Government purchases of Fairchild Communications Products is available as detailed below.

<u>Part No.</u>	<u>Item</u>	<u>Suggested User Net</u>	<u>Educational & Government User Net</u>
MARK IV	Fairchild Mark IV 8mm Sound Rear Screen Projector*:		
	Quantity: 1 - 4	\$589.00	\$485.00
	5 - 9	565.50	485.00
	10 - 24	542.00	485.00
	25 - 49	518.25	485.00
	50 - 74	500.75	480.00
	75 - 99	482.25	480.00
	100 - 199	471.25	470.00
	200+	On Request	On Request
MARK V	Fairchild Mark V 8mm Front Screen Repeating Projector*:		
	Quantity: 1 - 4	559.00	460.00
	5 - 9	536.75	460.00
	10 - 24	514.25	460.00
	25 - 49	492.00	460.00
	50 - 74	475.25	455.00
	75 - 99	458.50	455.00
	100 - 199	447.25	445.00
	200+	On Request	On Request

*Complete -- ready for use and includes factory installed automatic stop -- continuous run feature and empty film cartridge.

ACCESSORIES FOR MARK IV -- MARK V PROJECTORS

<u>Part No.</u>	<u>Item</u>	<u>Educational & Government User Net</u>
A9000-253	Projection Lamp (8V-50W)	\$ 5.95
A9100-539	Protection Scuff Cover (Mark IV)	7.50
B9100-A78	Fibre Storage & Shipping Case (Mark IV)	27.00
B9200-AV	Fibre Storage & Shipping Case (Mark V)	Price on Request
C9100-A81	Record Modification (Allows Use of Projector to Record on 8mm Sound Film -- Factory Installed on New Unit) Includes Projector Modification (Record/ Playback) plus Amplifier Mike and Cable	180.00
C9100-A3	Empty MoviePak Film Cartridge:	
	Quantity: 1 - 99	9.95
	100 - 199	8.75
	200 - 499	7.75
	500+	6.60

SERVICES: Equipment Rental; Film Loading; Film Treatment -- Prices on Request

(ALL PRICES SUBJECT TO CHANGE) FOB PLAINVIEW, N. Y. -- TERMS, NET 30 DAYS

REGIONAL OFFICES

Chicago, Ill.

111 West Washington Street

Tel: RA 6-5418

Los Angeles, Calif.

5921 East Shiela Street

Tel: RA 3-9601

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FAIRCHILD CAMERA & INSTRUMENT CORPORATION

Effective: July 2, 1965

Laboratory and Film Producer Bulletin

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PRINT COSTS - 8mm MAGNETIC SOUND FILM

Many users and potential users of Fairchild 8mm magnetic sound film systems have requested cost information with reference to the production of both small and large quantities of release prints

A basic explanation of production methods and a glossary of terms is contained in Fairchild User Bulletin entitled "Production of 8mm Sound Films" which is available from Fairchild dealers or directly from Fairchild. Laboratory instructions and recommended practices are covered in a series of bulletins available to qualified labs.

8mm PRODUCTION

Single print local production in original 8mm reversal film will involve the cost of the film, processing, stripping, and treatment. An original film shot without sound is edited and post-stripped at the laboratory. The cost of stripping on this custom basis would be approximately 3½¢ per 8mm foot (\$7.00 for a 10 minute film). The cost of film treatment (Vacuumate, No-En) to reduce friction and improve flexibility is approximately 1½¢ per foot (minimum charge of \$4.00). The user could create or transfer his own sound track by use of the Fairchild Mark IV - Recording version, and load his own MoviePak in accordance with the instructions in the owner's handbook. Laboratory performance of these functions is approximately 7¢ per foot for transfer and \$2.50 for cartridge loading (small orders). Single system or double system 8mm synchronous sound production requires different equipment but the film and processing costs are essentially the same.

16mm PRODUCTION

INTERNEGATIVE AND SOUND MASTER

If the original film is shot in 16mm and release prints are desired in 8mm, then a 16mm internegative and a magnetic track are required for optimum results. If 16mm prints have already been procured, then the internegative probably exists and is available. If an internegative does not exist, it can be made from a 16mm camera original (single strand) or original A & B rolls for approximately 30¢ per 16mm foot. For best sound reproduction a 16mm magnetic sound track should be used. If a 16mm magnetic track is not available most film labs can use a 16mm sound film (without splices) for transfer to 8mm. A 16mm master magnetic track can be made for approximately 6¢ per 16mm foot.

8mm ANSWER (SINGLE) AND RELEASE PRINTS

8mm color positive prints from the 16mm color internegative and 16mm magnetic track (or composite print if no master magnetic available) will cost: Answer print (or when only one print required) approximately 17¢ per 8mm foot (Includes printing, stripping & recording).

The cost of 16mm internegative, master magnetic track, and 8mm answer print are distributed over the total number of 8mm prints produced. The larger the 8mm release print order, the lower the 8mm per foot cost and the smaller the pro rated charge. Cost for 8mm release prints runs from 4½¢ per 8mm foot to 12½¢ per foot depending on total film footage required.

Assuming production of approximately 50 copies of a 10 minute (200 ft.) 8mm sound film, approximate cost would be as follows:

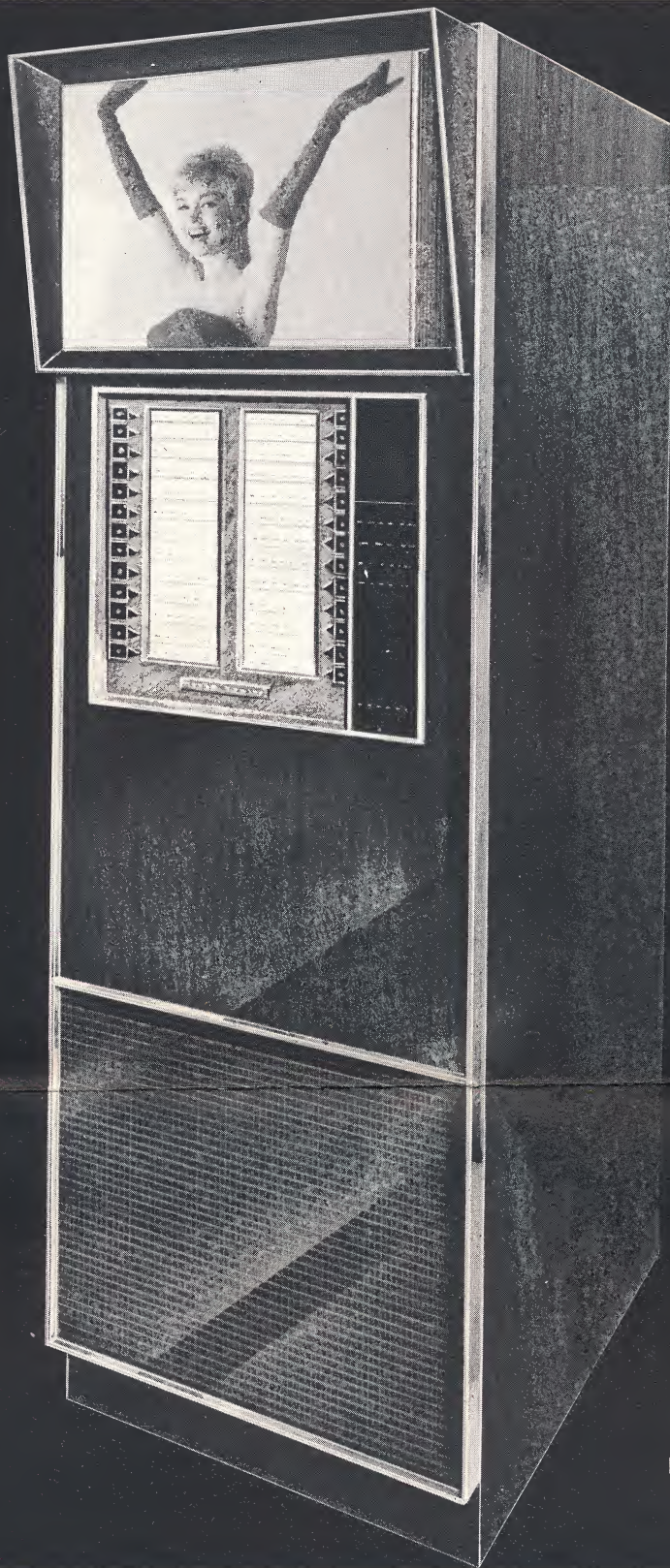
Item	Cost
16mm internegative (30¢/16mm ft.)	In existence
16mm master magnetic track (6¢/16mm ft.)	In existence
Answer print (200 ft. at 17¢ per 8mm ft.)	\$ 34.00
Release prints 50 each (200 ft. at 9¢ per 8mm ft.)	\$ 900.00
Total	\$ 934.00

Average cost per 10 minute print (51 prints) \$18.31.

Additional costs per print include:

1. Film treatment is mandatory for cartridge loads in excess of 200 ft. Costs are between 1¢ and 1½¢ per 8mm ft. with minimum charge of \$4.00
2. Cartridge loading is \$1.50 to \$3.00 per cartridge and is dependent upon the number of cartridges per order.
3. Cartridge costs are from \$6.60 to \$9.95 per cartridge based upon quantity ordered.

With these guidelines, the user should be able to arrive at an estimate of the costs involved in his own print program. It should be noted that 8mm magnetic sound color film prints are never more than the cost of an equivalent quantity of 16mm release prints and can often be substantially less. Fairchild would be pleased to supply answers to additional questions or to recommend qualified laboratories.



MODEL #2600A

COLOR-SONICS THEATRE

A 26-PLAY AUDIO-VISUAL THEATRE ■ EXCLUSIVE
CONTINUOUS LOOP CARTRIDGE SYSTEM—NO
REWIND TIME ■ AUTOMATIC FILM REJECT ■
MEMORY SYSTEM SELECTOR ■ FRONT DOOR
ACCESS FOR ALL SERVICE AND FILM CHANGE

**projection
systems
inc.**

202 east 44th street / new york, n. y. 10017 / 212 mu 2-0995

July, 1966

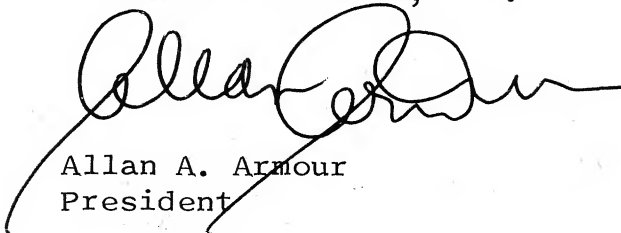
Gentlemen:

Enclosed please find a specification sheet on what we think is the greatest new piece of audio-visual equipment to hit the market.

I would love to show you this unit at your office. However, since it weighs 400 pounds it would be impossible. If you can spare fifteen minutes away from your office any time-any day-any week call me. I think it will be the most informative fifteen minutes you will ever spend.

Sincerely,

PROJECTION SYSTEMS, INC.


Allan A. Armour
President

AAA/aa
Encl.

FAIRCHILD**INDUSTRIAL PRODUCTS**A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION

221 FAIRCHILD AVE., PLAINVIEW L.I., N.Y. 11803

AREA CODE 516 WE 8-9601

Effective February 1, 1964

COMMUNICATIONS PRODUCTS PRICE LIST

<u>Part No.</u>	<u>Item</u>	<u>Suggested User Net</u>
MARK IV	Fairchild Mark IV 8mm Sound Repeating Projector*:	
	Quantity 1 - 4	\$589.00
	5 - 9	565.50
	10 - 24	542.00
	25 - 49	518.25
	50 - 74	500.75
	75 - 99	482.25
	100 - 199	471.25
	200+	On Request

*Complete - ready for use and includes factory
installed automatic stop - continuous run
feature and empty film cartridge.

<u>Part No.</u>	<u>ACCESSORIES FOR MARK IV PROJECTOR</u>	
A9000-253	Projection Lamp (8V-50W)	5.95
A9100-539	Protection Scuff Cover	7.50
B9100-A78	Fibre Storage and Shipping Case	27.00

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ACCESSORIES FOR MARK IV PROJECTOR (Cont'd.)

<u>Part No.</u>	<u>Item</u>	<u>Suggested User Net</u>
C9100-A3	Empty FM 400 Film Cartridge:	
	Quantity 1 - 24	9.95
	25 - 49	9.95
	50 - 99	9.95
	100 - 199	8.75
	200 - 499	7.75
	500+	6.60

SERVICES

Equipment Rental	--	Prices on Request
Film Loading	--	" " "
Film Treatment	--	" " "

* * * *

(ALL PRICES SUBJECT TO CHANGE) FOB PLAINVIEW, N.Y. - - TERMS, NET 30 DAYS

REGIONAL OFFICES

Chicago, Ill.	- 111 W. Washington St.,	Tel: Randolph 6-5418
Los Angeles, Cal.	- 5921 East Shiela, City of Commerce	Tel: Raymond 3-9601

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Effective February 1, 1964

COMMUNICATIONS PRODUCTS PRICE LIST

<u>Part No.</u>	<u>Item</u>	<u>Suggested User Net</u>
MARK V	Fairchild Mark V 8mm Front Screen Repeating Projector*:	
	Quantity: 1 - 4	\$559.00
	5 - 9	536.75
	10 - 24	514.25
	25 - 49	492.00
	50 - 74	475.25
	75 - 99	458.50
	100 - 199	447.25
	200+	On Request

*Complete - ready for use and includes
factory installed automatic stop -
continuous run feature & empty film cartridge.

<u>Part No.</u>	<u>ACCESSORIES FOR MARK V PROJECTOR*</u>		
	Protection Scuff Cover (Mark V)	On Request	On Request
	Fibre Storage & Shipping Case (Mark V)	" "	" "

*For Lamp and Cartridge Prices see Mark IV Schedule

* * * * *

(ALL PRICES SUBJECT TO CHANGE) FOB PLAINVIEW, N.Y. - TERMS, NET 30 DAYS

REGIONAL OFFICES

Chicago, Ill. - 111 W. Washington St. Tel: RAndolph 6-5418
Los Angeles, Calif. - 5921 East Shiela, City of Commerce Tel: RAYmond 3-9601

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221 FAIRCHILD AVENUE, PLAINVIEW, L.I., N.Y. 11803 • 516 WE 8-9601 • TWX: 510 221-1868 • CABLE: FAIRGRAF - PLAINVIEW, N.Y.

RE: Fairchild Communication Products
8mm Sound Film Systems
Fairchild Mark IV-V Projectors

Dear Sir:

Thank you for your recent request for information concerning Fairchild's automatic cartridge loading 8mm sound film projection systems. Specifications, literature, and price schedules are enclosed for your inspection.

Fairchild, first in 8mm sound film, pioneered the first single system sound camera and thread-loading sound projector in 1960. The Fairchild AV 400 continuous sound projector marketed in 1961 has become the industry standard for the field of sales aids, message communications, and display systems.

Fully automatic, cartridge loading, sound film projection utilizing the Fairchild MoviePak cartridge with the Mark IV rear screen and the Mark V front screen projectors was introduced in the fall of 1963 in direct response to suggestions and requests from educational, industrial, and government film users. The outstanding response to and the tremendous demand for this equipment since that time have more than proved that the two cornerstones of increased film utilization are convenience of operation and accessibility of material. The MoviePak cartridge, key to the success of the concept, provides both the convenience and accessibility of a paperback book and the ease of operation of a child's phonograph.

A recording version of the Mark IV-V equipment is now available. This unit will allow the user to record his own sound track or to make changes in a prerecorded track. In addition, and also in response to the demand for local production equipment, Fairchild has announced the availability of its new 900 single system professional sound camera.

Our regional sales offices in New York, Chicago, and Los Angeles, provide support to a strong stocking/service dealer structure with sales and service representatives located throughout the country.

We appreciate your interest and look forward to working with you. If you require additional information, do not hesitate to contact us.

Sincerely,

FAIRCHILD CAMERA & INSTRUMENT CORP.



Nat C. Myers, Jr., Director
Communications Products & Services

NCM/jg
Enc.

VOLUNTARY VIEWING

American Airlines pilots train themselves in complex flight and safety procedures while killing lonely moments at bases far from home, thanks to a program of "voluntary viewing" instructional films and filmstrips made by American's in-house unit.

According to Sam Davis, head of the unit and a veteran in producing training materials at American, voluntary viewing is one of the most promising visual instruction techniques in his experience. Pilot reaction has been enthusiastic.

Davis' unit of six persons has tried to keep up a pace of one new unit every three weeks. The finished filmstrips are sent to Flight Dispatch Offices at New York's John F. Kennedy (formerly Idlewild), Chicago's O'Hare, Dallas' Love Field and Los Angeles International Airport. Every American Airlines pilot winds up in one of these four locations once during the three-week cycle, and he always checks out of Flight Dispatch before boarding transportation to town or leaving on his next flight. To catch the current unit, which usually runs about 7 to 10 minutes, all a pilot has to do is insert a self-contained cartridge in the front of a projector, sit back, and watch. A synchronized loop of color film with a magnetic stripe elucidates an important flight procedure, finish and stop. Because they are looped, films are ready for the next presentation.

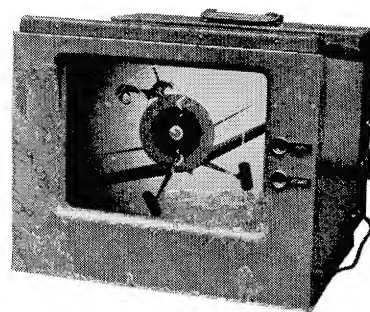
To make a choice of program possible and to use the voluntary viewing program to fit in with other plans, the unit has decided to go from sound slide film to an 8mm magnetic sound motion picture. This decision is based on the availability of the new Fairchild Cinephonic Mark IV sound film system. This is a self-contained rear screen 8mm magnetic sound motion picture projector. The important feature is that the device uses a front loading cartridge. Simply inserting the cartridge starts the machine. Davis says he realizes that picture quality with the system does not measure up to what they have

been achieving with sound slide film, but he feels that offering the pilots a choice of program is so important that it is worth changing techniques, type height, etc. to make the change-over. Davis group will use the iconograph, or moving stills technique, with the motion pictures, not original motion picture footage.

In creating a program, Davis feels that the overriding consideration must be the nature of the audience, its interest, its educational level, its

mph), we know the man was so pleased with himself in catching us in a mistake that this distraction has caused him to miss the whole point," Davis says. Thus, it is far better to show a rough sketch of an instrument panel with only the important parts in sharp detail than to show a fine rendering with one instrument way off in the corner displaying the wrong reading.

Literal mindedness affects the length of the program, too. Davis says, "we would prefer the voluntary films to be longer than four



voluntary viewing devices: motion picture (left) and filmstrip

age and sophistication. While a low-level audience may require that the information be presented straight and simple, without the least hint of a qualification or complexity, just the opposite is true with the airline pilot. He is a fine example of the technical mind, trained formally and by experience to fasten on detail, suspect inconsistency, assume nothing and double-check everything. Thus, any material presented to him must be perfect with meticulous attention to every detail.

"When a pilot writes in to tell us that in one of the scenes the altimeter indicated field level while the ground speed indicator we are discussing shows 500 knots (about 580

FOUR REQUISITES FOR SUCCESS IN VOLUNTARY INSTRUCTION

1. Equipment must be fool-proof and genius-proof against tampering
2. Topics for programs must come from trainees themselves
3. Understanding audience level can make or break program
4. Trainees must have real incentive for gaining knowledge

minutes, but our work is so technical, there are so many ifs, ands, buts, and conditions that we are forced to go into a much longer program just to get a point across."

While technical perfection and adherence to checklist procedures may make or break a voluntary viewing program for Ameri-

can Airlines, Davis finds that the well-known principles of AV which apply to anyone will apply to pilots. The establishing shot, medium shot and close-up are important in providing a frame of reference and to make the important detail visible. Pilots, like anyone else, by and large, prefer the light touch if it does not get in the way of the material, and sugar

The Communicator

French TV Lessons Help Pupils Speak

by Gerald Payne

Now in its fourth year in the Madison schools, **Parlons Francais**, the programmed French course for elementary school children is undergoing extensive evaluation at the request of Supt. Robert D. Gilberts.

Two goals of the course are the complete mastery of the French sound system and the fluent use of basic patterns in the language.

The course is presented over WHA-TV by Madam Slack who is the TV teacher of more than two million youngsters in continental United States.

Madison classroom teachers, many of whom have had no foreign language training, proceed with the instruction on a voluntary basis. Today a total of 1,500 Madison boys and girls in Grades 4, 5, and 6 take **Parlons Francais**.

More than 300 pupils in Grade 7 are also using television to supplement their classroom instruction in French.

In order to arrive at some means of evaluating the TV course, Frank Otto, West high school teacher and a summer-time instructor in language methods at the University of Wisconsin, organized and ran the study with the help of other staff members, including Mrs. Bonnie Quinn, and Paul duVair. Consultants from the University also assisted.

The committee tested 350 seventh grade pupils at the end of the first nine weeks of French instruction in the skills of listening and reading comprehension and writing. They tested oral skills through individual taping.

Mr. Otto and staff selected matched pairs of pupils, comparing those new in French with those who had been taking **Parlons Francais** for different periods of time. For the basis of comparison they used age, sex, the California Mental Maturity test, and the Iowa Basic Reading test.

They found a 99 per cent gain in sound reproduction by those having three years of **Parlons Francais** over beginning French students!



Mrs. Sally Hamburg uses the Mark IV color film projector for fourth grade French drill.

Mr. Otto is currently making a comparative study with other school systems in the United States to determine the value of using trained experts in guiding the classroom teacher in the execution of the **Parlons Francais** program.

To determine its value also, three pilot schools — Longfellow, Odana, and Randall — are now experimenting with new 8-millimeter rear-view projection film equipment provided by the Heath deRochement company, producers of **Parlons Francais**.

The committee wants to find out if the machine, Mark IV, and films will aid the teachers in problems of preparation and flexibility.

FAIRCHILD
INDUSTRIAL PRODUCTS
A DIVISION OF FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION



Change films in 2 seconds flat!

**Moviepak, Fairchild's amazing new sound film cartridge,
gives you instant access to your entire film library**

Until now, even the most enthusiastic AV film users had to admit that there were severe limitations to classroom projection techniques.

Setting up and loading was a complicated procedure that required a trained assistant. Changing films took so much time that frequently it wasn't worth the trouble for just a few minutes of film.

Today, all this has changed.

Films can be shown anywhere, anytime, by anyone. And changed instantly!

Snap in. Snap out.

Setting up, threading, fumbling, loading and waiting are eliminated forever. Your 8mm sound films are always ready for instant use, in the revolutionary Moviepak cartridge.

Simply snap it into the Fairchild Mark IV rear screen projector (or Mark V, for front projection to larger groups) and show.

Over and over, if you want. It repeats automatically. Or . . . interrupt at any point, pull out the cartridge, insert any other. You have unlimited access to your entire film library!

Advantages over 16mm

In addition to instant handling of the unique Moviepak cartridge, the Mark IV and Mark V sound projectors offer unparalleled flexibility of use in the classroom. They are truly portable—so compact and lightweight any student can handle them. They are foolproof to operate, and require no attention or supervision. To set up—just plug in. To run—just turn on. No warm-up time required!

Picture and sound quality are outstanding. Film life is many, many times

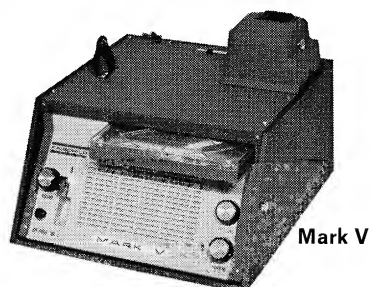
that of 16mm (3000 plays per print is not unusual) and maintenance is at a minimum. Here, in every respect, is the most efficient, economical and useful AV film system ever developed. Educational film has truly come of age.

Many films available

Leading educational film producers, such as Heath de Rochement, Modern Learning Aids, United World Films and others have recognized the unique advantages of this revolutionary system.

Many outstanding educational series are being offered in the new 8mm Fairchild Moviepak cartridge. Chemistry, Physics, Biology, French and Spanish are already available. Others are being added rapidly.

For full details and demonstration of this remarkable breakthrough in sound films for education, write today to Mr. Nat C. Myers, Jr., Industrial Products Div., Fairchild Camera and Instrument Corp., 221 Fairchild Avenue, Plainview, L. I., N. Y.



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A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION

Using 8mm sound projectors for sales and promotion

By Frank Della Corte

The compact, light-weight film unit is proving itself able to handle more and more sales promotion situations.

A quiet sales revolution is taking place in industry today with the introduction of portable 8mm repeating sound movie projectors into the sales promotion field. Not surprisingly, sales, advertising and sales promotion managers in industries selling everything from shoes to heavy earthmoving equipment are taking the lead in using this new tool.

The use of audio-visual devices as direct selling tools is not new and the resistance of salesmen to carrying bulky sound movie projectors and learning to operate them is also well known to industry. It appears certain, however, that the new lightweight (13-22 lbs.) self-contained rear-screen projectors requiring little or no operating skill are destined to overcome the typical salesmen's objections in the immediate future as more and more firms and their salesmen become aware of the important job that they can accomplish.

The moderate cost involved is also a determining factor in a company's decision to institute an 8mm sound movie sales program. Some of the new 8mm repeating projectors on the market today sell for less than \$400 and a professionally produced ten-minute sales film can be easily made for \$5,000 to \$10,000. In many cases, firms are filming their own movies using company photographers and writing their own scripts with an assist from their



Executive Use . . . Here Carl Hadden, president, Lockheed-California, uses an 8mm rear projection unit as part of an executive conference.

internal p.r., advertising, and sales promotion personnel. Depending on the job to be done, the film can cost as little as \$1,000 or as much as \$100,000.

► A good example of a low budget film is one recently made by the General Electric Credit Corp. explaining their "Accent on Value" program to branch office personnel in over 300 locations. The sales promotion staff at GE Credit felt that a polished professional film was not required.

They shot the movie themselves using GE employees and had the editing done by a professional firm. The entire cost of the finished film,

including 23 extra 8mm prints, was under \$2,000.

► One of the primary reasons companies undertake a sales promotion program of this type is the necessity for demonstrating their product before customers in areas where no equipment is available or if their product is so large that it is not feasible for a salesman to carry one with him on sales calls.

Vulcan Materials Co., Atlanta, Ga., recently faced this problem in its concrete pipe division which has

Mr. Della Corte is assistant to the director of information, Fairchild Camera and Instrument Corp., Syosset, L. I., N. Y.

High-Level Selling
Here the projector gives a demonstration of a new refuse system developed by Westvaco.



three regional offices in the east serving the Atlantic coast states. With a film entitled "Precision in Concrete" in rear screen projectors, its salesman have reported excellent results in showing them to civil engineers, contractors and city, county and state purchasing agents.

Vernon Kyle, president of the concrete pipe division, points out that "Our larger pipe is used in trunk line sewers and may run as much as 25 tons per section. It's fairly obvious that we can't bring along samples to show a potential customer. However, a good film in a convenient rear screen projector allows our salesman to give a complete demonstration of our product to a potential customer in his own office without even turning out the lights."

▶ Along the same lines, the Bowling Division of Brunswick Corp. is using four films in rear screen projectors to sell new bowling lanes, automatic pinsetters, and bowling lane maintenance equipment. Projectors are now used in all regional and branch offices by Brunswick regional vice presidents, branch managers and sales engineers as part of their over-all sales program.

Some other firms which are presently using these new audio-visual tools for direct selling of products too large or heavy to be easily demonstrated include Lockheed-California Co., a division of Lockheed Aircraft Corp., Burbank, Cal.; Hanson Equipment, Beloit, Wis., agricultural equipment manufacturer; Diapulse Corp. of America, medical therapy equipment manufacturer; and the transistor test equipment department of Fairchild Semiconductor, a division of Fairchild Camera and Instrument Corp.

▶ Creating sales enthusiasm among dealers, distributors and field or branch office personnel is another use that has been discovered for

these projectors by industrial firms. Companies like Dan River Mills have used them to preview the next year's advertising and promotional programs for their jobbers and retailers while Alcoa has units located in its regional offices and supplies them with 8mm prints of forthcoming television commercials and sales films for customer presentations on the local level. Alcoa has also used these repeating projectors to attract attention to special "Boatarama" displays set up for sales promotion in shopping centers.

Another prominent user is U. S. Rubber which is currently promoting its "Keds" line of shoes to independent shoe stores with a 12-minute film entitled "Declaration for Independents."

A. J. Hocking, general advertising and sales promotion manager, Consumer and Industrial Products Division at U. S. Rubber, states "We've tried 16mm movie projectors before, but our salesman won't use them. They're too bulky and too complicated. We don't have this problem with these new 8mm projectors. Our salesman will use them and more important — they get good results with them." U. S. Rubber also has an 18-minute film called "The Easy Life" which promotes its Kedette line of women's casual shoes.

▶ In the creation of a new market for a product where previous case histories are non-existent as sales tools, an effective film in a portable projector can many times turn out to be the least expensive answer to opening up the market.

A good case in point is the marketing of an entirely new concept in municipal refuse disposal by the West Virginia Pulp and Paper Co. The problem which presented itself was "How to convince a municipal government to try the revolutionary new system utilizing disposable paper cans in their community."

Sheldon Y. Carnes, sales manager,

Westvaco Refuse system, sold management on the idea of producing a 15-minute film which showed all of the elements in the new system as they would perform in a typical community. Using the film in a rear screen projector, his salesman were able to gain easy success to busy government officials and get their story across in the simplest terms.

"I'm convinced that it is an invaluable sales tool," Mr. Carnes said, "and as for results, we've already installed our first system in College Park, Md., with the aid of the portable film demonstration and believe we can continue to get good results with its help."

▶ Excello Corp., Detroit, milk packaging equipment manufacturer, also feels that a demonstration film that is convenient to show can help open new markets.

Excello's Ralph Charbenau, director, public relations and Pure-Pak advertising, was behind his firm's decision to sell its new packaging equipment to dairy firm executives with the help of a sound movie in a repeating projector. Since in most cases, they were dealing with one or two executives at a time, it didn't make sense to set up a large 16mm presentation — not to mention the extra cost of the equipment and films.

Mr. Charbenau added, "We have been using 8mm rear screen projectors for almost a year without a single repair on any one of them. Furthermore, we find the idea of using a portable sound movie is intriguing to our customers and a definite advantage to us in selling our equipment."

▶ Other obvious benefits for the compact units readily suggest themselves to the alert sales manager. The same films can be shown in trade shows and exhibits or used as employee training films. Set up in reception rooms, they can both entertain and inform potential customers on the merits of company products or facilities.

Lockheed Aircraft Corp. maintains a library of 8mm films for this purpose in its company headquarters, using them to entertain important visitors or customers who are waiting to see Lockheed executives. The success of this policy has led them to make 8mm prints of all films which relate to sales promotion or marketing efforts.

▶ In order not to mislead the reader into thinking that this new sales tool is finding use only among in-



Point-of-Purchase . . . This continuous projector called attention to a special promotion, giving it great impact.

industrial firms, it should be pointed out that women's foundation garments and children's toys are currently being sold successfully in chain and variety stores using the new projectors, and the Ford Motor Co. is sponsoring its use on the consumer level through its dealer network.

In the advertising field, both *Holiday* and *Newsfront* magazines are selling space in their publications with sound movies in portable rear screen projectors. And if this isn't convincing enough, consider the fact that the Republican party in a suburb of New York City attributes part of its success in reaching more voters with its platform in the recent elections to its use of a sound movie in 8mm rear screen projectors.

► As stated earlier, a quiet revolution is taking place in industry today with three main reasons accounting for the greater use of the new 8mm portable rear screen projectors in industrial sales programs.

1. The size and ease of operating the units currently available tend to find acceptance among salesmen to-

day. In other words, they'll use them.

2. If you've got a product that is difficult to demonstrate because of its size, weight or an intangible concept, an effective sound movie can do a better job than the average salesman or a brochure.

3. The cost of this direct sales tool is within the means of most industrial firms today — especially if you consider the many other indirect sales uses for this tool which you can use for extra mileage within your present sales program.

► One last thought on these new audio-visual selling tools — they can make a good salesman better, enhance the presentation of a poor or average salesman and get your sales message across when there is no salesman around. ◀◀

**Shake his hand.
Open the box.
Plug it in.
Let 'er roll.**

FAIRCHILD

400



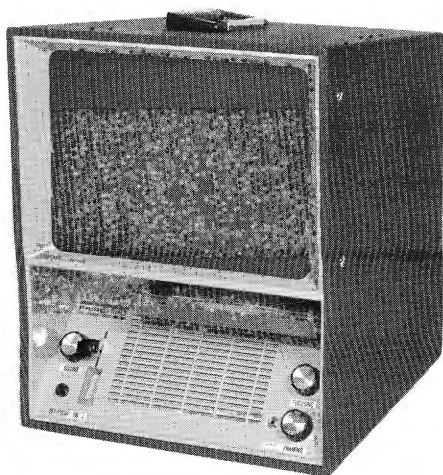
Revolutionary projector sells your product anywhere. In sound and color. In broad daylight. Sets up in 10 seconds—and repeats automatically. Let us demonstrate:

FAIRCHILD

Mark IV and Mark V

MARK IV

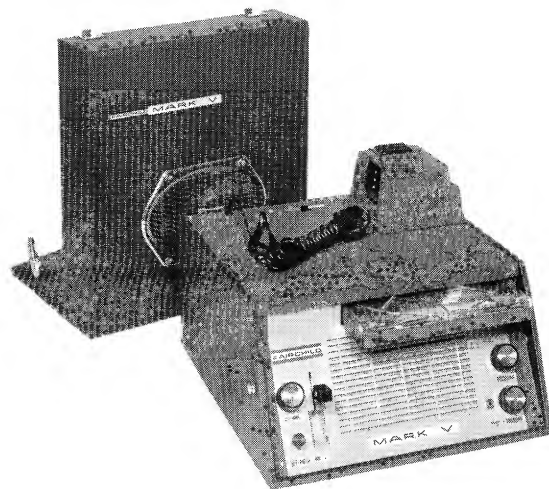
Rear Screen Projector



Ideal for individual instruction or small group viewing and listening. Single and multi-use listening jacks are provided on both models.

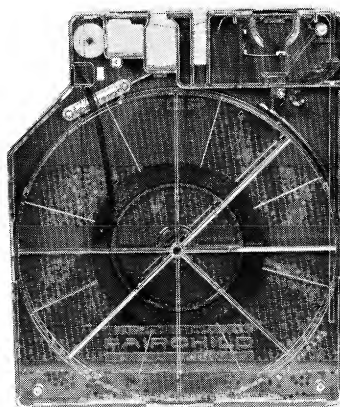
MARK V

Front Screen Projector



Designed for small and larger group use. Separate speaker built into detachable case cover for increased sound capability.

With the
FAIRCHILD
*8mm
Sound
Cartridge*



*A new technique of
packaging and projecting
film for lower cost and
increased convenience in
using sound-motion
pictures*

NO FILM HANDLING, THREADING OR REWINDING

FAIRCHILD

Fairchild Camera and Instrument
Corporation, Industrial Products
Div., 221 Fairchild Ave., Plainview,
Long Island, N.Y. Phone: 516 WE
8-9601

I would like more information about the Fairchild products checked:

☐ MARK IV AND MARK V PROJECTOR ☐ AV "400" PROJECTOR

Name _____

Position _____

Firm _____

Address _____

City _____ Zone _____ State _____